

Slow Tourism and Other Emerging Trends in Finland

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The subject of the Bachelor's thesis was to find out the state of slow tourism in Finland today. Slow tourism was created after establishing the Slow Food movement in the 1980's. The ideology behind Slow tourism lies in slowing down the speed of traveling, choosing more environmentally-friendly transportation methods in the nature of sustainable development, supporting the local produce and local services in the travel destination and getting familiar with the surrounding culture and local people in the destination. In addition, the theoretical background gives an insight into other growing trends in the tourism industry.

The research was primarily conducted with qualitative theme interviews during the Matka-travel fair in 16th until 9th of January 2014 Helsinki Fair center. The companies were chosen beforehand with an Internet search according to their previous attempts to market the company or organization or city through elements of slow tourism. Due to the lack of participant interviews during the travel fair, another research method was chosen as well later to get more reliable results for the research. Some of the companies were sent an e-mail including the research questionnaire.

The results of the research reveal that slow tourism is a small-scale emerging trend in the tourism field in Finland. The participant representatives of the companies and organizations saw their customers were more and more aware of the environmental impacts of tourism or they were seen to for instance trash less when traveling. Sustainable development is of high interest for tourists today, and environmental issues in companies' practices are highlighted more and more. Local food and local produce are increasingly popular among tourists.

Other trends in the tourism industry brought up in the research were the growing Baby Boomers generation and the development of technology in tourism. The theory includes two generations', the Baby Boomers/ Generation X and the Generation Y, the cohort born between 1980-1995, special features when traveling. The Baby Boomers were seen to travel more and more often outside the traditional tourism seasons, and demanding the companies to take into account sufficient information and help services, and accessibility issues. The technology development was seen to be both a positive and a little frightening phenomenon. Regardless, a mutual understanding was created in seeing that the role of technology, social media and mobile applications will be emphasized in the future of tourism, creating possibilities in for example marketing.

According to the present study, a need for researching trends and slow tourism was there. As a definition that is not quite well-known in the tourism industry, is naturally found in the Finnish tourism. It has not been widely marketed as such for wider audiences. Creating a new, more descriptive term could create a ground for larger growth for it in the tourism industry in Finland, arouse interest and this way bring slow tourism to the awareness of larger audiences.

Keywords: Slow tourism, trends, inbound tourism

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Slow-matkailu ja muut matkailutrendit Suomessa

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Opinnäytetyö käsittelee slow-matkailun nykytilaa Suomessa. Slow-matkailu syntyi Italiassa 1980-luvulla slow food -liikkeen perustamisen jälkimainingeissa. Slow-matkailun tarkoituksena on hidastaa matkanteon vauhtia, valita kestävän kehityksen periaattein ympäristöystävällisempiä matkustusmuotoja, tukea lähituotantoa ja palveluita matkakohteessa sekä tutustua lähemmin paikalliseen kulttuuriin ja ihmisiin. Työn teoriaosuudessa on esitelty myös muita kasvavia trendejä matkailun alalla.

Tutkimus toteutettiin kvalitatiivisin teemahaastatteluin Matka-messuilla 16.-19.01.2014 Helsingin messukeskuksessa. Haastatellut yritykset ja organisaatiot valittiin ennakkoon Internet-haun perusteella sen mukaan, olivatko yritykset markkinoineet itseään slow-matkailuun liittyvin elementein. Täydentävänä tutkimusmenetelmänä käytettiin kyselylomaketta, joka lähetettiin yrityksille sähköpostitse.

Tutkimuksen tuloksista selvisi, että slow-matkailu on pienessä mittakaavassa kasvava trendi Suomessa. Osallistuvien yritysten ja organisaatioiden asiantuntijat olivat sitä mieltä, että asiakkaat ovat yhä tietoisempia matkailun ympäristövaikutuksista, ja esimerkiksi roskaavat nykyisin aikaisempaa vähemmän matkustaessaan. Kestävän kehityksen periaatteet nähdään tärkeinä asioina matkustaessa, ja yritysten toimien ympäristöystävällisyydestä kysellään yhä enemmän. Lähiruoka ja lähituotanto kiinnostavat matkailijoita enenevässä määrin.

Muita tutkimuksessa käsiteltyjä matkailun trendejä olivat ikääntyvän väestön ja teknologian kehityksen näkyminen alalla käytännössä. Ikääntyvän väestön havaittiin matkailevan yhä useammin perinteisten sesonkien ulkopuolella ja vaativan yrityksiltä osaamista neuvontapalveluissa ja esteettömyysasioissa. Teknologian kehitys ja sen tuomat mahdollisuudet nähtiin sekä positiivisena että pelottavana asiana. Yhtä mieltä oltiin kuitenkin siitä, että teknologian, sosiaalisen median ja mobiilisovellusten rooli tulee korostumaan tulevaisuuden matkailussa luoden innovatiivisia mahdollisuuksia, esimerkiksi markkinoinnissa.

Tämän tutkimuksen mukaan slow-matkailun ja trendien tutkimukselle on tarvetta. Ilmiötä ei tunneta hyvin matkailun alalla, mutta se on selkeästi luonnostaan olemassa suomalaisessa matkailussa. Sitä ei ole kuitenkaan markkinoitu sellaisena laajalle yleisölle. Uuden, kuvavamman käsitteen luominen voisi auttaa ilmiötä kasvamaan matkailun alalla täällä Suomessa, herättää mielenkiintoa ja tuoda slow-matkailun mahdollisuudet suuren yleisön tietouteen.

Asiasanat: Slow-matkailu, trendit, kotimaan matkailu

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1 Introduction

Tourism is an industry that serves people traveling away from their residence surroundings for purposes such as leisure, business or for example visiting friends and family, for up to one year consequently. The United Nations World Tourism Organisation (UNWTO) described tourism this way in 1991, and it is one of the most widely used definitions of the industry. Tourism is, from the practical perspective, a compilation of services and activities that build the travel experience, including lodging, transportation, eating and drinking facilities, entertainment, activity facilities, shops and other hospitality-related establishments that serve people traveling away from their usual environment. (Goeldner & Ritchie 2011, 4)

The change in the field of tourism has been emerging into variety of different directions. It is not only sun, sea and sand people are looking for in their traveling experiences. The emerging trends suggest changes in values, the growth of individualized holiday packages, changes in for example booking habits and other possibilities made available by technology, and people being more and more aware of their surroundings and environmental issues. Asian countries will be the future emerging powerhouses of economy, and the outbound travel from especially China and India will keep on rising due to the growing welfare in these countries. An UNWTO research suggests that outbound travel from China has increased from 2000 to 2008 338% and India 146% respectively. (Conrady & Buck 2012, 5) The ageing population already seems to have an economic impact in today's Western societies. Yeoman suggests that European countries need to adapt their work forces, reform the social welfare and education and accommodate growing immigrant population to survive. On the tourism perspective, ageing populations will be the driving group of the growing health tourism products' consumers. People will be traveling more in the future due to the growing welfare, changes in living standards and peoples' wants and desires. (Conrady & Buck 2012, 7)

The idea of slow tourism lies in engaging to the travel as an experience, emphasizing green travel methods, and interest in local cultures in the destination. Slow travel is often associated with low-carbon travel modes as counter force to air and car travel, longer stays in the destination and traveling less in distance. For instance, a train ride through a country or an area takes a longer time than flying the same distance, but there's a possibility to see and experience more with stops on the way and seeing the varying sceneries. Slow tourism is not only about travel, the contemporary tourism today involves elements such as multiple destinations, places, people, transportation possibilities and experiences. Janet Dickinson states, "Travel to a destination includes experiential elements, and destination experiences involve local travel". (Dickinson & Lumsdon 2010, 88) Slow tourism is a product resulting from people's needs to slow down in their hectic lives, bringing back values as quality of life, ecology

and local surroundings. It is no secret that transportation is one of the key challenges in the sustainable development of tourism, though it is not the only one.

The purpose of this thesis is to research the state of slow tourism interest of travelers through the experiences of Finnish tourism companies. The research was made as qualitative theme interviews in Matka 2014 travel Fair during the weekend 16.-19.1.2014. The authors interviewed altogether 13 tourism industry operators from varying fields, chosen according to prior investigation on marketing campaigns and statements relating to slow tourism and nature-based tourism. Area and city organizations in Lapland are in an important role in the research due to their developed actions to make slow tourism appealing to especially inbound tourists in Finland.

The research questions stated were

1. Is Slow Tourism a good term for marketing slow tourism?
2. Is slow tourism an emerging phenomenon in Finnish tourism and if not why and what prevents it from becoming one?
3. Could there be another way of describing the character of slow tourism, and to make it more appealing to consumers?

The results of the research show a positive increase in the Finnish tourists' interest in sustainable actions of cities and tourism companies. Slow tourism as a phenomenon in the tourism field in Finland seems to be emerging, but in a very small scale. Due to the lack of participants in the research a wider picture cannot be seen, and further research on the issue is needed. Slow tourism as a term depicts the action itself clearly, but from the theoretical perspective companies do not probably recognize themselves being slow. Nature-based tourism is found more descriptive of operations in Finland, and Slow is found to be a marketing slogan for the ones who have heard of it before. Companies and city organizations in Lapland found their tourism to be naturally slow and been there for decades: the term for marketing it as such is just created lately. Therefore another term could be created to serve and describe the phenomenon more widely. Trends including the importance of technology, such as social media and mobile devices; sustainability in tourism; and booming demographical generation changes, is seen to be increasingly important in the tourism industry.

2 Changing traveler's motivations

The difficulty of studying motivation are considerable as the motivation or underlying reasons to travel covert so that they reflect the traveler's private needs and wants. This is different

from the frequently measured reasons to travel as this study is thought to be both public and self-explanatory. (Tourist Behavior: Themes and Conceptual Schemes, 2005, 51)

Although studying the motivation is difficult, there are studies and theories based on researching traveler's motivation. Four of the most notable theories for tourism motivation are Push and Pull Motivation, Maslow's Hierarchy of Needs, the Leisure Ladder Model and the Psychocentric-Allocentric Model.

For decades tourism researchers have grouped tourism motivations as push or pull factors. The theory of this is that travelers are both pushed to travel, because of personality traits or individual needs and wants, and pulled to travel by appealing attributes of the destinations. It also highlights the fact that the tourists are motivated to travel by many simultaneous factors and attracted by combinations of different resources. Most of the push factors are identified and researched as personality traits. (Tourism- The Business of Travel, 2010, 34-35)

One of those personality traits is an optimal arousal theory developed by Seppo Iso-Ahola. According to him motivation is simply a psychological concept that does not include the social aspect. He prefers to consider the motivation in terms of optimal arousal theory, whereby the individual seeks an environment where they can achieve a personal psychological equilibrium. It is also highly compatible with art as it highlights the distinction between restoration and relaxation.

Balvinder Kaur Kler (Philosophical Issues in Tourism, 2009, 130-131) states that the relaxation is not the same as restoration, as at one level the distinction is both the cause and effect. Relaxation is a physical feeling but the renewal of psychological faculties in restoration may also lead to relaxation. For instance, in wellness tourism the use of spa facilities such as massages, exercising and overall pampering is oriented towards this approach of relaxation. Restoration, in contrast, is a way of escaping fatiguing mode of interaction with the world and to active into more natural and primal mode of perception. This leads into an effortless fascination that has relaxation as its consequences. Iso-Ahola's theory seems to capture this balance between passivity and activity in different words. Also theory relates to tourism by an additional and appropriate personality trait that suggests that every traveler has some optimal level of arousal where they feel the most comfortable. For instance, for some this level is low, which lead to a relaxing and slow-paced lifestyle, whereas for most of the travelers have high optimal arousal level which drives them to see and experience new things with exceptionally high speed. (Tourism- The Business of Travel, 2010,35)

Maslow's Hierarchy of Needs is slightly different from the Push and Pull Theory. This theory covers everything, not just the tourism industry. Abraham Maslow stated in 1943 that people are motivated to achieve certain needs.

The Maslow's Hierarchy of Needs provides a classic model of showcasing the hierarchy of needs. This hierarchy includes five motivational needs, often described as hierarchical levels within a pyramid. The basic needs have been stated to motivate people, if they are unmet. Also, the longer the need goes without being fulfilled the stronger said need will become. For instance, the longer a person goes without eating the hunger they get. One must satisfy the lower level basic needs before being able to progress the higher level of growth needs. (Simply Psychology, 2014)

Once these needs have been met, a person is able to reach the highest level of Maslow's Hierarchy of Needs, called self-actualization. Everyone has the desire and is able to move up within the hierarchy towards a level of self-actualization. However, if the lower needs have not been met the progress usually ends in failure. According to Maslow only one in a hundred people will become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs. (Simply Psychology, 2014)

The Maslow's Hierarchy consists of five categories, see Figure 1

1. Biological and Physiological needs- air, food, drink, shelter, warmth, sex and sleep.
2. Safety needs- protection from elements, security, order, law, limits, stability, and freedom from fear.
3. Social needs- belongingness, affection and love, - from work group, family, friends, and romantic relationships.
4. Esteem needs- achievement, mastery, independence, status, dominance, prestige, self-respect, and respect from others.
5. Self-Actualization needs- realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

(Simply Psychology, 2014)



Figure 1: Maslow's Hierarchy of Needs (Simply Psychology 2014)

Maslow divided the needs further into two categories, lower-order and higher-order needs and he believed that the Hierarchy of Needs should be shared with the world. This theory was designed to explain human motivation and behavior in general, but it can be conducted into tourism motivations specifically. According to Tourism- the business of travel, individuals often strive to fulfill their higher-order needs through travel and may be seeking a chance to fulfill more than one need when participating in tourism activities. (Tourism: The Business of Tourism, 2010, 36)

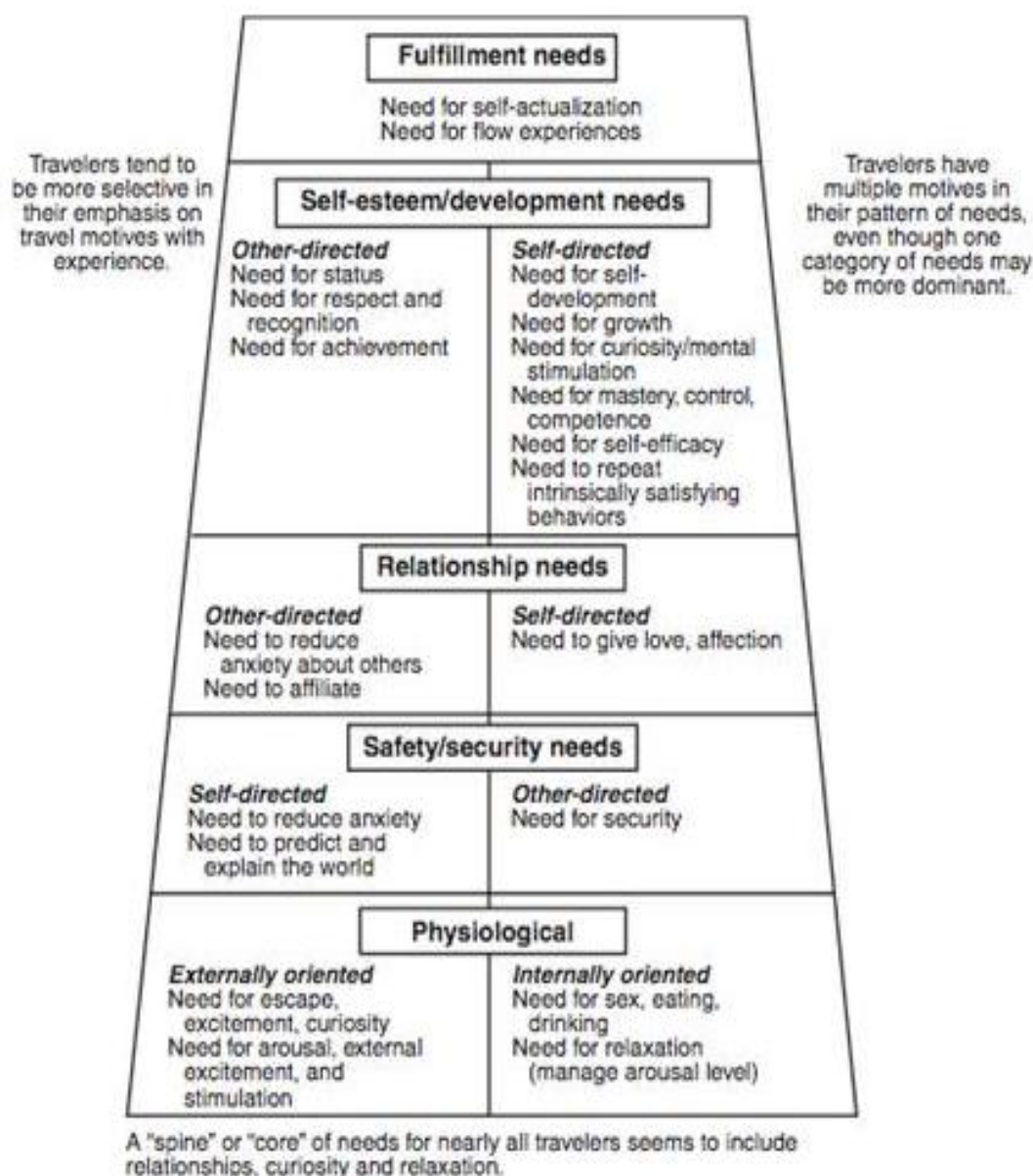
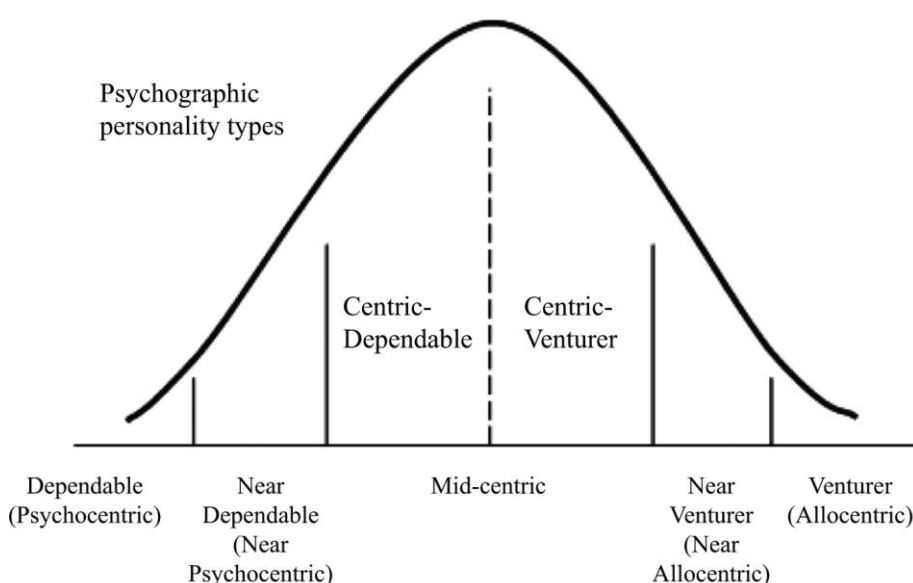


Table 1: The leisure ladder model by Philip Pearce (Unesco Nigeria-project, 2010)

The next motivation theory is similar to Maslow's Hierarchy of Needs. The leisure ladder model is developed by Phillip Pearce and it goes further than the hierarchy of needs, by providing more detailed insight of specific tourism behavior. The leisure ladder model tries to explain an individual behavior of the basic stages in a tourist's life cycle. This leisure ladder model can also be called as the travel career ladder as the cycle stages are very similar to the individuals experience in their working career. According to Pearce, tourists move thorough a hierarchy similar to the one depicted by Maslow. They must first take care of relaxation and bodily needs before they can move up on the ladder, see table 1. (Tourism- the business of travel, 2010, 37)

The fourth theory is called as the Psychocentric-Allocentric model and it was developed by Stanley Plog. This theory is based on observable and consistent patterns of behavior as it is possible to use personality characteristics to understand tourist's behavior patterns further. Plog accomplished this task by originally classifying tourist along a continuum with allocentric anchoring one end and psychocentric anchoring the other (Tourism- the business of travel, 2010, 37). As the words allocentric and psychocentric were rather difficult to use Plog changed the terms into ventures and dependables.

The ventures are tourists seeking adventures through travel whereas the dependables are seeking tourism experiences near home in familiar surroundings. The extreme ventures, also known as innovators, are tourists who seek new locations and new activities before they are known to the rest of the world. The dependables on the other hand are most likely traditionally bound and are uncomfortable with anything new. These tourists desire predictability and the reassuring of others that they have enjoyed the same holiday as the dependables are about to take. As an example the dependable tourist can enter a McDonald's restaurant thorough the world and feel at ease as the layout and menu are mostly the same, whereas the ventures might enjoy a trip across Africa trekking and rafting the holiday away. (Tourism- the business of travel, 2010, 37)



Source: Adapted from Plog (2001)

Figure 2: The Psychocentric-Allocentric model by Stanley Plog (Va404, Students Blog, 2010-2014)

From the slow tourism aspect all of these theories apply. The goal of slow traveling is to slow down and especially Seppo Iso-Ahola's optimal arousal theory can be applied to slow tourism, as it deals mostly with relaxation and restoration. Slow tourism is not widely known

in Finland as it has been mentioned before but with the right marketing, Finland could be established as a slow tourism country.

3 Slow Tourism as an emerging phenomenon

Slow travel, also called slow tourism, is continuation of the slow food movement, which started in Italy in the 1980's. Slow tourism is not exactly about the speed of travelling or the mode of transportation, as mentioned before but more of the mindset of individual the travelers.

According to the Official Travel Guide by Slovenian Tourist Board, low tourism is the name given to a type of tourism allowing tourists to spend their free time and take to the road liberated from the worries and stress caused by today's fast-paced way of life. Slow tourism is often associated with long-term visits as the main idea of slow traveling is to learn and embrace the culture of the country. This type of tourism is based on a long-term vision and good relations with the local communities. Slow tourism closely related to eco- and nature-based tourism, so the respect for the environment and its protection is extremely important. (Slovenia Info, 2014)

According to the Slow Movement slow travelers stay in one place for at least a week. They usually choose holiday rentals, like houses, cottages, apartments, and villas that are a 'home away from home' - you shop and cook just as you would at home. (Slow Movement, 2014) These rentals are often fully equipped for the tourists. This includes bed sheets, cutlery, towels, crockery, and so on. Some of these houses might even have food but the slow movement website states that it would be better if the rental would be empty as then the traveler has to go out into the community and to do the grocery shopping. This small thing is an extremely important part of the living experience in the travel destination. By living instead of visiting or staying, the slow traveler has a chance to experience the destination thoroughly and to learn more of the day-to-day lifestyle of the local community. Also when staying in one place the transportation fees and vacation rentals will most likely go down, as the traveler is staying in one place and exploring the country using the public transportation. Also a chance to cook will reduce the overall cost as the traveler does not have the need to go out to eat. (Slow Movement, 2014)

Slow tourism is a new trend in tourism which will evolve further in the future. Slow tourism is described as a way to experience travelling more deeply as its concept is to take everything in slowly. Most slow tourists start their holiday by exploring the neighborhood. These travelers try to see and experience as much as possible, but taking their time whilst doing it. It is

important to realize that slow tourism is for everyone, because it doesn't need any special requirements. The only thing that an individual must do before slow travelling is to realize that travelling slow might take them to places which might not been their first choices.

This way of traveling is in direct contrast to the mass tourism and the conventional travel that seeks the chance to visit every major tourism attraction the country has to offer. Slow travelers try to stay away from these attractions and explore thing more traditionally and locally. Some destinations have dedicated their entire tourism industry to slow tourism, such as Stradbroke Island in Queensland, Australia. (Slow Movement, 2014)

As mentioned before, slow tourism is often connected with ecotourism as both ways to travel specify ways that are easier to the environment. As airplanes have been said to be one of the major contributors to the global warming, slow travel emphasizes travelling with trains or by bikes. Also walking is one method of transportation in slow tourism.

There are different ways to experience slow travel. The first choice is to choose a home exchange, where the travelers swab houses with someone for a week. The second choice is to have a holiday at home.

Although the concept of slow traveling is to take time to leisure and relaxing, it is important to understand that learning about the new culture might be more challenging than originally though.

The Slow Travel Europe lists ten things to take into consideration when planning a slow travel:

1. Start at home. The key to slow travel is a state of mind. That can be developed at home.
2. Travel slow. Avoid planes if at all possible, and instead enjoy ferries, local buses and slow trains. Speed destroys the connection with landscape. Slow travel restores it. You may eagerly look forward to the arrival at your chosen destination, but don't let that anticipation eclipse the pleasure of the journey.
3. Check out local markets and shops.
4. Savor café culture. Sitting in a café, you become part of the cityscape and not merely a passing observer.
5. Take time to get a feel for the languages and dialects of the areas you visit. Learn a few phrases, use a dictionary and buy a local newspaper.
6. Engage with communities at the right level. Choose accommodation and eating options that are appropriate to the area where you are travelling.
7. Do what the locals do, not only what the guidebooks say.

8. Savor the unexpected. Delayed trains or missed bus connections create new opportunities.
9. Think what you can give back to the communities you visit.

Slow travel is all about spending more time in one or two different destinations. As people now breeze through life and travels, taking time to truly experience the sites, making memories that will last as long as they live and to make travelling meaningful yet again: slow tourism covers it all.

4 Trends influencing the slow tourism development

4.1 Sustainability in tourism

The climate change, global warming and the threats influenced by these two have been affecting and aroused interest in the whole world for the last two-three decades. Tourism has been seen as one of the large contributors to the environmental impacts in carbon emissions by the transportation impacts on the world. The tourism industry has kept on growing: from 25 million international arrivals in 1050, to 278 million in 1980, 528 in 1995 to 1,035 million in 2012. (WTO Tourism Highlights, 2013, 2) It is one of the fastest growing industries in the whole world. Arrivals in emerging destinations Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, The Middle East and Africa are according to the UNWTO Tourism Towards 2030 (WTO Tourism Highlights 2013 Edition, 14) likely to increase two times faster than from advanced economy destinations. Asia and the Pacific areas have seen a remarkable arrival growth from 2011 to 2012; Asia and Pacific with 7% and Africa with 6 %. 52% of all the travel was done by air transport, with for example a notion of 2% portion of more environmentally-friendly rail transportation. (WTO Tourism Highlights 2013 Edition, 5) Rosenthal (2008) in Sharpley's book: the emergence of low-cost airlines is one of the important contributors to the increase in tourist arrivals - mainly in Europe, where the freedom to work in the region has also increased the movement abroad. Globalization, changing lifestyle trends and individual travel, changed household structures; increased income and increase in specialization of education and labor are factors that have affected the rapid growth of transportation use in general. (Holden 2007, 6) Despite the attention in the development of tourism towards more sustainable industry, very little has implemented in the actual tourism development during the last decades: it still seems to be a marginal phenomenon. (Sharpley 2009, xvii)

The nature of tourism and travel is questionable in this light. Aviation and car travel are the dominant travel modes in international tourism, long-haul flights generating the most carbon emissions. Growth in the industry, being good in some amounts for example for peripheral

areas' development, grew to rates when the negative impacts would be inevitable. (Weaver 2006, 5) For natural areas, the carrying capacity limitations are good tools in destination management and preservation: for example mass tourism brings problems with more visitors than the carrying capacity of a destination. Sustainability is not enhanced in tourism for no reason, as it has a great effect in the whole world.

Sustainable development consists of three main ideas: economic development, social equity and environmental protection. According to the Conceptual Definition by The World Tourism Organization (WTO) (2009), sustainable tourism must:

- Make optimal use of environmental resources that constitute a key element in tourism development;
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance;
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, and contributing to poverty alleviation; and
- Maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices. (Weaver 2006, vii)

In terms of sustainability in the destination, tourism can be viewed through the benefits and the down-sides of the following factors; the following is a modification from Jafari's Advocacy and Cautionary Platform, presented on Weaver's publication. Tourism brings both direct and indirect income to the destination through both the company operations in the industry and inter-sector operations. Tourism can generate more work and that way reduce unemployment in a destination, offering jobs for unskilled workers. Tourism and traveling promotes cross-cultural understanding and communication, and ideally acts as a tool in preserving the local culture and natural environment. On the other hand revenues are often variable due the seasonal nature of tourism operations in many areas, and tourism companies being more and more competitive, growing marketing and operational costs cut these revenues. Increasing amounts of imported goods and services affect to the loss of revenues as well, and for instance foreign hotel chains tend to arrange their own workers outside the destination, as well as benefit their own country of origin rather than the destination. (Weaver 2006, 5) Referring to Sheridan and Teal (2006), tourists paying for the all-inclusive package holiday might be advised not to leave the resort for criminality threats or poor localities (Dickinson & Lumsdon 2010, 19).

Seasonal work is not stable and is often low-paid, and there are seldom possibilities for moving forward in the career path. The seasonal nature of tourism also often generates a cycle of over-capacity and under-capacity. (Weaver 2006, 7) Cultural clashes and differences can generate conflicts in cross-cultural terms, and fast-growing development can have a crucial impact on the environment. The local residents often adapt their services to fit the tourism demand, not their own needs. Referring to Cohen (1988), also crime-rate is seen to grow due to tourism, as a tourist might be an alluring target, and some tourism can attract travelers that might engage to criminal actions. (Weaver 2006, 8) Environmental impacts include grown waste, pollution and harm to the natural habitat and areas in the destination, which is as well known to result from the growing need of infrastructure and accommodation for the work load. It can be argued that the need for these infrastructure leads to having similar landscapes everywhere, which can make the unique feeling of different destinations disappear. (Weaver 2006, 8) Tourists, as consumers nowadays, want authentic, original experiences. Sustainable development is a way to strive the industry going in the direction where this is still possible.

In a complex industry like tourism, it is sometimes challenging for professionals and researchers to make clear, what amount of certain industry factors are actually tourism and connected with tourism. It is clear that accommodation providers in destinations are there because of the tourism demand; Referring to Weaver & Lawton (2002a), if a hotel uses some of their income created by visitors to buy local food for their restaurant, and the local farmer uses some of this money to buy fertilizers and local labor force needed for the farm, these money can also be seen as generated from tourism. This is also an issue with sustainable development planning, as companies might find it too challenging to start the whole process of adjusting sustainable practices in their operations. (Weaver 2006, 21)

Slow tourism idea indicates that carbon emissions need to be reduced in travel industry, and tourists' engagement in travel destination must be emphasized. Travel to long-distance destinations is recently questioned in the light of the growing travel market, as sustainable travel that way is hard to achieve. According to Roberts and Hall (2001) transportation is recognized as one of the major problems for the sustainable development of the industry. The way tourism is heading from the perspective of Less Developed Countries (LDC), for example the travel markets of China and India are rapidly rising in departures and especially in long-haul flights. Nawijn & al. (2008) and Bigano & al. (2006) provide a model for tourism development in the developing countries, where tourism would mainly target to the neighbor countries and domestic travel market. (Dickinson & Lumsdon 2010, 45 -46) Anyway, the ongoing trend is likely to continue growing, which is not going to support the sustainable tourism development. Slow tourism offers an option to make holidays nearer to the original residential area of the tourist, using more environmental-friendly transportation options, such as rail travel, to access

destination. Transportation can widen the holiday experience through slower pace of transportation, offering an experience through the travel itself.

4.2 Demographical changes

Generation is a term to define a socio-cultural framework of a group of people born during approximately 20-22 year period. Mannheim's (1952) concept of the term is one of the most widely used: these people are close to the same age and life stage during their whole life span; they share the economic, political, demographic and social circumstances and symbolic events happening in formative years; they share the same values and beliefs, behaviors and attitudes towards life and events. These aspects create different cohorts of people. (Kiilunen 2013) Two of the largest generation groups, The Baby Boomers and The Generation Y, are introduced in the following due to their importance in the tourism field and current trends.

4.2.1 The Baby Boomers

The population of the world is and will be ageing in the future, due to the Baby Boomers-generation - the people who were born after the II World War. In real life this means that the people born during this time will be retiring from working life in the following 10 years, and the young and newly graduated will be wanted in the working life. (Larsen 2006) The Baby Boomers have a strong work ethic; they believe in authority and they accept authority leadership and control. Due to their long working life they hold many of the leadership positions of today's work life, as well as develop their expertise in the field they work for. (Benckendorff & al. 2010, 4) These pensioners will be wealthier and in better health than the ageing in earlier decades. The baby boomers coming closer to reaching the age of 65 years have fewer children than earlier generations. The progress in pharmaceutical services and medical treatments has led to longer life expectancies of the generations of today: economic wealth and social security assure for the better quality of life. According to Chesworth (2006), the senior population will therefore be a customer segment that has already been recognized by the tourism industry. (Boksberger & Laesser 2009, 312)

The baby boomers are willing to travel in a different way than in earlier decades. Horna's (1994) lifecycle theory suggests that the travel motivations change over time as the tourists grow older and their social roles and needs change: teenagers are keen on challenging themselves and trying their limits, middle-aged being focused on family and recreation and the seniors following their dreams. Nevertheless, the rapid demographic development after the World War II has resulted in every generation making their holidays under the influence of different elements. (Boksberger & Laesser 2009, 313) Due to the prolonged life expectancy in the Western world the pensioners are interested for example in active holidays, like tradi-

tionally younger generations are recognized to be. The ageing generation will be one of the largest target groups to use health & wellness tourism products and services, as the age brings challenges and for example lifestyle diseases and age-related diseases to this population. (Larsen 2006) Accessibility issues should be more and more taken into consideration in destination and service planning while the ageing population will be traveling more.

The growth in world tourism today is based on the growth of real household income per person, which doubles every 25 years in OECD countries. This change in people's disposal income changes the living standards and peoples' will for quality of life. It seems to affect tourism in a way that more choices, improved service and experiences are available today in the market. The low cost airlines and developed technology have led to the possibility to have these changes in the whole industry, and it results in the will to be individual through holiday decision making. In the change of economic situations in the Western countries, however, people seem to turn back into more simple holidays and options, like traveling closer to home and staying longer in a destination rather than making many short vacations. (Yeoman 2012, 7-8)

The ageing of the Western populations will lead to longer working lives of the people, as the elderly are respectively not seen as effective work force in the future. Masses of elderly employees are challenging health care systems and pension plans of countries. Reduction in labor and skills are likely to occur in the future: there will be less young population to replace the retired employees. (Yeoman 2008, 28) Shoemaker (1989) on Patterson's book states that senior tourists are quite heterogeneous and versatile target group, and it should be considered as one: different generations born in certain time lapses have different values, attitudes, beliefs and behavior they share. This is one of the reasons why the market is so variable. (Patterson 2006, 61)

Environmental concerns, globalization and cultural awareness make more and more future tourists become travelers, who go deeper and stay longer in the destination. (Yeoman 2008, 31) Seniors have a great opportunity and they also tend to travel off-season and stay longer: being retired and having grown-up children make it possible. (Patterson 2006, 61) In addition, the elderly can be considered as a future slow tourist consumer group, as they will be one of the largest potential health & wellness tourism consumer cohorts.

4.2.2 Generation Y and the new travel patterns

The Generation Y is the young adults of today, born during the years 1980-1995. They are the generation of fun, testing values and following lifestyle trends, self-discovery on their minds, they focus on social culture and friends and are well integrated in the digital world. Generation Y is global and interactive, and likely to be connected in international communities.

(Benckendorff & al. 2010, 9) Factors such as the Digital Revolution with Internet, e-mail, WWW, chat, blogs, social media; Terrorist threats, for example 9/11 incident; and Financial instability have been influencing this cohort's lives. (Benckendorff & al. 2010, 8) Many of the children born to Generation Y were planned, and they face high expectations during their lives for example in education. It can be argued that they live in a patronage society; they are well taken care of by their parents and surrounding community. In their society there are set rules and regulations on everything focusing on safety, well-being and health of the young. (Benckendorff & al. 2010, 9) O'Reilly (2000) states that these young tend to focus on the work-life balance in their lives. Their parents were surrounded by the spirit to work hard to develop the society, maybe losing some of the family time on the expense of that: the kids of today do not want to make the same outcome. Education is of high value for this generation. (Benckendorff & al. 2010, 10)

The following presents a collection of current and older research made by World Youth Student & Educational (WYSE) Travel Confederation. It is "a not-for-profit association dedicated to supporting the global industry and connecting the organizations that serve millions of young people who travel to study, work and grow. The world's largest network of youth and student travel operators." (WYSETC 2013) The New Horizons I, II & III are surveys of the global youth travel market conducted by the organization, published 2002, 2007 and the latest one in 2013. There is a significant change in the participant amounts from the first study to the latest one: there were 2,300 responders from 8 countries (Richards & Wilson 2003, 2), while the latest one has surveyed over 34,000 participants from 137 countries. (WYSETC 2013, 5) This should be taken into consideration by the reader.

Professor Greg Richards (2007) describes in a study by WYSETC (2002) the Generation Y tourists traveling more often exploring more destinations. They tend to book their travel through internet, and they are likely to save money on travel. The experience economy excites them: they want experiences and challenges, they are hungry for information. Generation Y are brave tourists, and they tend to experience and see more through their travels, compared to the earlier generations. (Benckendorff & al. 2010, 11) Generation Y travelers are adventurous, and they like to make contact to local cultures and get to know the people, developing their own personal knowledge.

New Horizons III study reveals that over 80% of the respondents find having a cultural experience, exploring new cultures, learning new things and meeting local people to be their travel motivations - it has not changed much during the last 10 years. What has changed from the first Horizons I (2002) study is the participants travel purposes: holiday 47% has declined, and at the same time education with 15%, learning a new language 22% and work experience with

15% have all increased. There is a notable difference in the participant amounts on the survey. (WYSETC 2013, 13) The young are keen to go global and it is the spirit of the generation.

The Generation Y travelers are also likely to visit areas during their stay that are not often explored by traditional tourists, which can be a great value to the economical development of a destination. They tend to stay longer and thus spend more on their travels, with a lower daily or weekly budget than older travelers. This is enabled by two common factors: to be able to ask their parents for financial support and to work for additional income during the stay. (Richards 2011) The WYSETC New Horizons III (2013) study proposed that 24% of the participants got travel funding from their parents, and 28% were raising their travel funds by saving up. (WYSETC 2013, 15) Generation Y is likely to spend their savings on local products and services, which is a great benefit for the local community from the sustainable perspective - as well as thinking about slow tourism. The Generation Y travelers contribute and are an important part of the growth of contemporary tourism methods, for example voluntary tourism, backpacking and pro-poor tourism in the world.

Another study by WYSE Travel Confederation (2005) found out that economic problems, political instability or epidemics are not affecting the youth market as much as the mass tourism market. The young also consider traveling for longer to spend a gap year or gain work experience in the hard economic times, for instance if there are no or only a few job openings. Another study by Global Gossip in 2009 made similar conclusions, suggesting a decline in shorter holiday trips but a similar growth in longer stays. It was also found out that the young travelers attract other visitors and businesses in the destination, as well as are visited by other people, generating additional income for the destination. (Richards 2011)

The young are interested in new cultures and fascinated by different travel methods and patterns, such as backpacking, home stays or voluntary work when traveling. The young are one of the slow tourism contributors, who slow down their travel naturally by staying longer time and traveling slower pace by public transportation or for example exploring cities by renting a bike. The young are likely to meet the locals while traveling, which not only makes a contribution to the cultural awareness of the destination but also makes them connected with the people, and for instance more likely to return after a while. The Young travel population is something companies in the industry should take into consideration and from the business perspective, strive to attract now and in the future.

4.3 Technology as a tool in tourism: the drivers today are sharing and marketing

New technologies emerge continuously in marketing destinations, travel and tourism, and using social media as a tool for travel planning. An online survey carried out by a market re-

search agency m1ndset researched how common it is to use social media for leisure travel purposes: 1 365 participants from their own database took part in the survey. Majority of the participants were from Europe, Northern America and Asia. 61% of all the participants could be divided into three consumer segment groups by travel behavior: Adventurers, Mainstreamers and Selectors. Adventurers were somewhat willing to see new places on the price of reduced comfort; Mainstreamers were described as mass-tourists as younger people who were interested in visiting popular travel destinations, accommodating in famous hotel chains and having lots of activities during holiday; Selectors are identified in the research as older travelers who selected the travel destinations by comfort, spending nights in exclusive or boutique hotels with great dining, and were likely to visit same places again. (Perroud 2012, 129)

The survey revealed that half of tourists used social media to seek information before booking a leisure trip - 20% used social media for almost every travel. The ageing were not as likely to use social media before traveling, as almost 40% of the participants of age 55 and older would say this, while the same proportion among travelers age 25 or younger was 20%. (Perroud 2012, 130) A study about the travel market in the UK by WTM London found out that from 1,100 participants, around 43% used social media on holiday to some extent. 27% of them answered they use social media on holiday, but not as actively as home. 1 out of 10 repliers used social media while on holiday in both UK and abroad, while only 7% said they used social media only when they were holidaying in the UK. One of the factors the research put out is that due to the possible reductions in roaming charges inside the EU, people will be keener to use the social media while on a holiday outside the UK in the future. (WTM London 2013, 30)

Of all the social media platforms, the m1ndset survey found out Tripadvisor and Facebook were the most popular ones. Social media platforms were not commonly used to book trips, and finding information prior traveling was found to be more common than looking for information while traveling: still roughly almost 1 of 2 travelers exchanged information during their current trip, which should be closely considered by the destination marketing companies. (Perroud 2012, 130)

In addition to finding information before or while traveling through social media, recommendations and reviews about services were seen to be a great source of information. 52% of the participants claimed to read recommendations, and 68% claimed they were influenced by looking into recommendations and reviews. Approximately 2/3 of the participants said they left recommendations and reviews about services on the internet. (Perroud 2012, 130-131)

Following travelers' consumer behavior on the internet and social media can be used as an effective tool for marketing and finding information on tourists. The internet makes the distances between home and destination shorter, and the world smaller than before. The travel

industry must adjust to the change from travel books to multi-layered information portals online, and managing such can be challenging. Tourists of the future are likely to expect recent photos, blog posts, videos and other information on destinations. Social media has some great platforms for affordable and powerful marketing, as soon as one knows how to utilize them. (Perroud 2012, 131)

The same survey as mentioned earlier made some questions about smart phone use and the social media. They found out that many of the participants would use smart phones sometimes for information search before booking, but merely for checking in or boarding on flights or in other convenient, fast need for smart phones. 18% of the research's sample did not own smart phones, which is likely to have an influence in the results. 34% of the age 35 or less was found to use social media through mobile devices during travel, while of the whole sample the amount was only 19%. (Perroud 2012, 132-133)

Smart phones and tablets are mainly used for information search purposes today. About 2% of all the worldwide bookings in the western developed areas, Europe, USA and Japan, were made with a smart phone. IPK's travel monitor states that the Chinese are trendsetters in this case, as 4% of bookings in China were made through mobile devices. The travel industry should adapt to the trend of high-speed decision making in travel bookings, as 70% of accommodation bookings were made within 24h of travel, states the president of IPK International Rolf Freitag. He says that the potential for fast travel decision making is greater once the market becomes versatile and fragmented. (ITB report 2014)

The Travel Technology Survey 2013 by PhoCusWright is a study of technological devices usage for travel planning including destination selection, shopping, booking and sharing: 2,200 participants were surveyed in the US. The study found out that tablet use has almost tripled up to nearly half of all the travelers from the year 2012. As a result, many tourism companies have turned into developing great outlooks and performance for the tablet platform to create experiences for the customers' travel dreams and plans. Smartphones may not seem as important tools in travel planning for their small screens, but what they also found out was that smartphones were commonly used for travel inspiration: people like to explore and dream in their daily lives - on the sofa or in a meeting, with the gadget that is closest to them all the time, according to PhoCusWright's vice president Douglas Quinby. In bookings, desktop is still the most widely used tool for its comfort. Even if tablets are becoming an important tool in travel planning processes, smartphone should not be totally forgotten. Development in both platforms in the tourism industry companies should be noted. (Schaal 2014)

According to the m1ndset survey mentioned earlier, increasing use of mobile devices and social media for travel purposes should be followed carefully by companies, who are willing to

benefit from it. Slow travel could possibly engage travelers on social media through sharing experiences on the way of travel: transportation experiences, good and bad, could be shared through stories and photos. Sharing straight information on companies and services, such as restaurants, farmers' market locations, and quality and prices, or activity operators' reviews could be easily accessible on social media. To become more appealing to customers, creative marketing and encouraging travelers to take an adventure can be done through social media.

As mentioned earlier, Web 2.0 technologies are becoming more and more important on both the demand and supply end. Social media is said to have increased online traffic to accommodation providers' websites, and social media has changed the way customers make their accommodation plans for holidays. Kasavana (2010) states that 2/3 of grown up holiday makers will watch videos and 40% will look into blogs, photos and virtual tours offered by accommodation companies. Consumers are also advised more and more to review and leave feedback on the services and experiences they have enjoyed. (Kleinrichtert & al. 2012, 212)

Hotel visitors are seen to be more and more interested in the environmental practices of their holiday accommodation: research by Johnson (2002, p.9) on holiday accommodation choices of customers has shown an increasing interest in environmentally aware or sustainable lodgings. (Kleinrichtert & al. 2012, 213) In addition the United Nations declaration of the year 2002 to be the Year of Ecotourism had a great impact on the environmental practices in the hotel industry. In Scotland, a study by Tzschentke & al. (2004) about small lodging services in the tourism industry showed that company value and ethical concerns were both reasons behind companies' environmental accreditation. (Kleinrichtert & al. 2012, 214) Recent studies (Han et al, 2010; Lee et al. 2010) have shown that the service provider has a great responsibility in marketing and communication of hotel's green practices. Knowing customers attitudes towards green practices a lodging provider can have an effective marketing tool through social media in engaging the potential interest groups: customers were also seen being more likely to pay more for green lodging, when measuring the differences in different hotels' engagement in green practices. (Kleinrichtert & al. 2012, 212-213) In the paper mentioned earlier the focus was on boutique hotels, many of which are potential lodging services for slow tourists with the focus on well-being and green travel.

5 Finnish tourists and slow tourism

Based on Statistic Finland the overnight stays in January 2014 by domestic tourists increased by 0.9 per cent and totalled nearly 760,000 from the previous year, whereas overnight stays by the international tourists grew by 2.0 and they spent almost 621,000 nights in Finnish accommodations. From January 2014 nearly a 1.4 million overnight stays were recorded in Fin-

nish accommodation establishments and it is 1.4 per cent more than the year before. These statistics have been collected from lodging establishments with at least 20 beds or caravan pitches with electricity connections, and youth hostels. These figures are preliminary data from Statistic Finland's newest release (20.03.2014). (Statistic Finland 2014.)

Accommodation statistics describe the use and supply of hotel services in Finland. It provides data of the number of tourists using the services and the amount of overnight stays. These services are calculated by the proportion of sold rooms and the demand for hotel services is calculated by the number of overnight stays. These statistics are divided into domestic and foreign tourists. The accommodation statistics also include information on the activity of registered accommodation establishments, rooms and bed places, capacity of utilization rates, guest arrivals by country residence, overnight stays based on the country of residence, purpose of trip and average prices of hotel rooms and overnight stays in different types of accommodation establishments. These statistics are required for monitoring and furthering the domestic and inbound travel and for the planning of national and regional investment in tourism. The data capacities and tourist flows are produced in agreement with Regulations (EU) No. 692/2011 of the European Parliament and Council and they are comparable internationally. According to Statistic Finland the data is being collected both monthly and annually using electronic questionnaires and computer printouts. The missing data is estimated with the imputation method. (Statistic Finland 2014.)

According to the Statistic Finland's preliminary data 2014, Finnish residents travelled the same amount of domestic and international trips than in the previous year. However the cruises to Sweden and Estonia increased 17 and 16 per cent from the earlier year. (Statistic Finland 2014.)

The Finnish Travel Survey compiles statistics of the actual tourism demand. It contains information of the trips made by Finnish residents and the survey describes domestic and outbound trips with overnight stays and same-day trips abroad. The domestic trips are divided into three categories; leisure trips, with paid accommodations, leisure trips with free accommodations, and professional and business trips. The outbound trips are categorized into leisure trips that involve overnight stays in the destination country. In also involves cruises, same-day visits and business and professional visits. Other data describing within the outbound trips are the characteristics of trips, the month of starting and finishing the trip, means of transport, form of accommodation and organization of the trip. Statistic Finland states that the survey data on individual persons must be kept confidential by the virtue of section 12 of the Statistics Act.

The survey is being collected monthly since 2000 and the method of gathering information is sample-based, computer assisted telephone interviews. The samples are drawn by systematic sampling from the central population register. This survey is compiled with Consumer Survey and it is done to the Finnish residents between the ages of 15-84.

6 Qualitative research method

The base of the qualitative research stands in describing and explaining the real life surrounding us. The purpose of qualitative research is merely to find out or reveal real life situations, cases or issues, more than make already known existing ones truthful. The important issue in understanding the value of a traditional qualitative research question is to understand the counterpart of that value as well. Different peoples have different values and mindsets towards things through for example their culture, which can affect crucially on the answers they make on questions. Qualitative research is applied differently on different field studies. (Hirsjärvi & al. 2007, 156-158)

Collecting data is one of the important parts in this type of research, as it gives the researcher answers and justification for further presentation of findings, for instance explanations, relationships between things and interpretations. However, qualitative data is always one way or another interaction between the researcher and the participant, which may not give full results of the researched theme. For example, an interviewed participant might leave out information or present themselves in a manner they wish to be seen. Data is always colored, as it is presented in a specific context with an intention. (Boeije 2010, 58)

Some preparations must be done to the data to make it more convenient to conduct analysis. Preparations can include organizing the storage of different documents, transcribing audio-visual data, changing data to become confidential so participants cannot be recognized from the results, and manipulating data for analysis on computer. Transcribing the audio-visual data usually results in losing information, as for example the facial expressions, postures and tones cannot be transferred on paper. The researcher can make memos on this individual non-verbal behavior for the analysis. (Boeije 2010, 72-73)

According to Gubrium & Holstein (2002) the name expert interview refers to interviews conducted with people, who have expertise or wider information on a specific theme. (Boeije 2010, 63) The research should be done in real-life situations and natural surroundings, and it can be described as finding holistic information. The more precise the research questions are the more precise answers the researcher is likely to get. Theme interviews, group interviews and analysis of different documents can be used for getting the research participants' voice

and individual perspectives visible. The sample is not randomly picked but purposely, and the research is likely to change during the process. Results are analyzed as individual and unique pieces of work. (Hirsjärvi & al. 2007, 159-160)

Analysis of the research is created through segmenting the data, and recollecting it into the final findings. Coding is a tool to separate information into groups or themes on qualitative interviews. Interpreting the sorted, categorized and connected data is a part of the analysis phase. The empirical data always needs to be interpreted during the analysis process. (Boeije 2010, 94) According to Charmaz (2006) coding is categorizing segments of data under defined term or a short name, which depicts the pieces of data. A code, the label, is a descriptive core subject of the segment. (Boeije 2010, 95)

6.1 Empirical part

The purpose of this research is to find out the state of Slow Tourism in Finland today: is there slow tourism in Finland and who travels according to the elements in this type of tourism. The questionnaire included questions on trends in tourism as well, as slow tourism can be argued to be one of the emerging trends in the world - the question for this research is, if it is an emerging trend in Finland? If not, what prevents it from becoming one? Could there be another way to describe slow tourism to make it more appealing to consumers? The key words - slow tourism, trends, inbound tourism - describe the research widely but truthfully.

The empirical part was done through qualitative theme interviews to get more in-depth information about the companies' operations and customers. The theme interviews were conducted during the period of 16.1-15.2.2014. The travel fair Matka 2014 organized in Helsinki Fair Center during the weekend 16-19.1.2014 was the main period for the interviews. Companies were contacted via e-mail during December 2013, and the research questionnaire was sent as an attachment to them beforehand. Some of these companies replied and requested to arrange a meeting during the travel fair - the others were asked to be participants in the place itself.

Due to the lack of participants during the travel fair the questionnaire was sent as an e-mail attachment to a group of companies, who were not able to be contacted during the travel fair. Also more data was needed for the research, and more participants were elected through further internet search. All the companies operate in the tourism field as city organizations, accommodation services and adventure and leisure tourism companies. The sample was chosen according to the companies' previous or on-going marketing, which included elements or the whole concept of slow tourism. The research demanded for the participants to be aware of the slow tourism concept, and expert interviews were a suitable method for col-

lecting data for reliable results. Altogether 13 replies were collected and analyzed for the thesis.

The research questions 1 and 2 covered the products and product planning in the company; questions 3-6 were about the customer behavior, slow tourist profile and the companies' own target group for tourism. Question 7 included four smaller questions on trends in the field, and the final question 8 dealt with the demand and supply relationship. The questionnaire version 1 (Appendix 1) was used for the Travel Fair interviews. All the questions were asked in the same order in the interviews during the Travel Fair: some interviews included a follow-up question on accessibility and/or how to travel to the destination city due to the nature of the interview. During the research it seemed necessary to add a question on transportation in the questionnaire, so the second version that was sent to companies by e-mail, included a question on travel methods (Appendix 2). The questionnaires were created in both Finnish and English language in case some of the participants would be English speakers. All the questionnaires and interviews were done in Finnish.

The recorded interviews, questionnaire answers on paper and later received e-mail questionnaires were used as data for the analysis of the research. The interviews were first transcribed on Word documents into same form. On the next phase, all the data was coded on ten different themes with different colors. Seven of these code groups were used for the final analysis and conclusion of the findings, as they were the relevant ones for the purpose of this research. 2 of the seven codes were combined because they were similar and reinforced one another. The final themes on the thesis are: slow tourism, consumer profile in slow tourism, customers' environmental values, the experience economy, technology as a tool in tourism and the traveling elderly. 2 potential codes were left out during coding, because the information it would have revealed on the companies was not seen to be relevant for this research. These were a theme on the trend of safety in tourism and demand and supply chain in product development.

6.2 Companies & city organisations

The following presents the organizations and companies taking part in the research.

Fiskars Village is the home for Fiskars iron works, located in the Southern Finland. The town was established in 1649. The Fiskars Company has moved to Billnäs, and the town is now home to craftsmen, designers and artists: they have been the power to manage new employment in the town after the difficulties for the industrial operations in 1980's. Fiskars village is today a popular destination, providing unique cultural heritage, sights, events and services all-year round. (Fiskars 2009, 83-85) Piia Tuomainen, the Destination Manager in Fiskars, de-

picts “slow” in Fiskars as follows: “I wouldn’t market Fiskars as a pure slow product, but for example the importance of local food and the 112 local craftsmen living and/or working in the city make elements of slow tourism in Fiskars. The craftsmen’s handicrafts are made, sold and bought in the same place: that is definitely slow.” (Tuomainen 2014)

Utsjoki is the northernmost town in Finland, the only town in Finland to have more Sami-people, the aboriginals of Finland living there than other inhabitants: their culture can be experienced in the everyday life in Utsjoki. Fishing and tracking are popular activities in Utsjoki: the citizens live from the nature, reindeer herding, tourism and trade across the border. (Utsjoen kunnan matkailuneuvonta 2012) Maria Kanala, the tourism secretary of Utsjoki describes slow in Utsjoki in the following: “In Utsjoki slow has always been in the lifestyle of the local people there. It comes from the rhythm of life and lifestyle that has always been there. It is all calm and not-so-scheduled life, customers are taken care of: we have small groups and visiting and atmosphere is very personalized. There is no hurry or need to rush for things. It is a real holiday to visit Utsjoki, and the stay goes on its own momentum.” (Kanala 2014)

Kristiinankaupunki was established in 1649 by Per Brahe to strengthen the trade in the Gulf of Bothnia. In the 1800’s the harbor city Kristiinankaupunki had one of the largest merchant navy in Finland with a vibrant harbor. Today Kristiinankaupunki is the only Cittáslow- slow city in Finland. The city is well-known for its’ strong market tradition and one of the most well-preserved wooden house town centers in Finland. (Visit Kristinestad Kristiinankaupunki 2012) Helena Kari, tourism advisor in Kristiinankaupunki states the following: “The Cittáslow ideology is aimed at taking into consideration in all the product development, events, tourism attractions and companies in Kristiinankaupunki. -- A few companies have taken the objectives of slow tourism seriously and slightly changed their operations. There are a few pure Slowfood companies, for example carrot wine produced in their own farm, potato- and other vegetable farms and Highlander- meat producer who sells straight from the farm.” “Strong Cittáslow informing to the producers and other companies as well as town citizens increases the chances for more slow-travel.” (Kari 2014) Kristiinankaupunki was contacted before the travel fair via e-mail: the city did not take part in the travel fair so the replies to the research questions were sent via e-mail.

Haltia - The Finnish Nature Center, is located in Nuuksio National Park in Espoo in the capital area. It is a venue that brings the Finnish nature under the same location with different exhibitions, location for outdoors’ activities and building facilities: the venue itself is built only with wood. (Suomen luontokeskus Haltia 2014) The Service Manager Petra Niskanen presents Haltia’s slow element as follows: “Haltia is a great answer to the trend where natural life, healthy food and silence have an important role in peoples’ lives. The location verifies that it

is easy to go relax and calm down from the hectic city. -- Tourists are interested in local culture, which Haltia introduces as well. “(Niskanen 2014)

Helsingin Saunasaari Oy is a recreational company located on an island in the Helsinki archipelago. The company provides 3 different saunas, meetings facilities and catering services on the island. Rainer Hanhilahti from Saunasaari mentions the following about the company: “Slow tourism has not purposely taken into consideration in the product planning, but Saunasaari smoked sauna has been this since the beginning of the company. Saunasaari has maybe adapted to slow tourism automatically: maybe we should work more actively as a trendsetter. -- Companies’ customer events, human resources groups and even business/meetings groups have found Saunasaari to be slow tourism and chosen us for the calming atmosphere. 60% of the visiting groups have returned to Saunasaari. “(Hanhilahti 2014)

Kemijärvi is the northernmost city in Finland, located in the south-east Lapland. (Kemijärven kaupunki 2014) Satu Pekkala the tourism- and marketing coordinator in the in Kemijärven Kehitys Oy, opens slow in the city as following: “Even if Kemijärvi is a starting tourism destination, we already have quite a few of the elements considered in slow tourism: locality, authenticity, local products, local food, naturalness, natural products, small-scale entrepreneurship, relaxed atmosphere, originality, diversity, slowness and so on. We are like the town depicted in the Taivaantulet- TV-show - small and peculiar. Slow is not mass tourism product, and we are not a mass tourism destination. Our accommodation capacity cannot carry at the moment for example charter-travel. “(Pekkala 2014)

Kestikievari Herranniemi is located by the lake Pielinen, near Koli national Park in Northern Karelia. Herranniemi is an accommodation provider with possibilities for organizing meetings, events and courses. Also different nature-based activities and boat trips are offered through them. Herranniemi is a one of the participating entrepreneurs of the Silence Travel HiKuMa-project in the Northern Karelia by The University of Eastern Finland. The project researcher Heli Raikisto from University of Eastern Finland and another project participant, the entrepreneur Eero Kortelainen from Erä-Eero took also part to the research. Erä-Eero provides wilderness tours, for example wild animal, bird and nature watching and photography.

The sales secretary of Suomen latu Kiilopää, Lotta Korkiala was interviewed for the research purposes. Suomen Latu Kiilopää is a nature-based sports center in Saariselkä. Their products are for example skiing, snowshoeing, reindeer- and husky safaris, aurora borealis trips and nature-based trips, and sauna. Korkiala describes their operations concentrate closely on nature-friendliness, peace and quiet. She says that businesses are located far from the large service centers in Saariselkä, and the culture and lifestyle in Lapland is leisurely by nature. (Korkiala 2014) Two participants, Helena Karppinen and Claudia de Jong were interviewed

from Saija Lodge, located in Taivalkoski. City organizations Etelä-Pohjanmaan matkailu and Tuusulanjärven matkailu were contacted via e-mail after the Matka travel fair.

6.3 Findings

The following chapters go through the findings of this research, opening each of the coded themes individually. The permission to use the participant's names and information was agreed upon within the interviews.

6.3.1 Slow tourism

All the participants agreed that slow tourism seems to be a growing trend in the tourism industry. This was indicated as an increasing interest in local, authentic, nature-based products, local food and farmers markets, as well as growing interest in relaxation and calming down during the holiday. Tourists want increasingly to get to know the authentic, local culture and people, and see the citizens' real lifestyle. Rushing through all the sightseeing spots in a destination is not on the today's tourists bucket list anymore. Slow tourists are likely to stay in the destination for a longer time, slow down and get to know the indigenous experiences and people. Tourists want their leisure travel to be more about the quality, not the amount. Maria Kanala, the tourism secretary of Utsjoki believes that slow tourism is a growing trend and thinks in the following couple of years people will increasingly desire to go to the nature, or if not in the nature then somewhere where they won't have all the compulsions around, like scheduled, busy days filled with activities, work etc. Utsjoki has had a marketing campaign on slow tourism since 2011 - the town image is called "Slow Down in Sami Village". (Kanala 2014) Satu Pekkala, the tourism- and marketing coordinator of Kemijärvi from Kemijärven Kehitys Oy, discusses the following:

"Slow is definitely a growing trend, because it supports the tourists' needs: people want to differ more and more from the mass, they search for individuality: many don't want to attend mass events or take part to mass tourism anymore. It is a matter of image to tell someone that you have traveled somewhere unique with elements of slow and no-one else was there at the same time. "(Pekkala 2014)

Individuality and personalized products is an important trend in the field. As slow tourism is still quite a small-scale trend in Finland, it offers people a chance to make their travel more individual by being slow tourists.

Helena Kari, tourism advisor from the only Cittáslow-city in Finland, Kristiinankaupunki, reckons that people are more and more interested in knowing more about the Cittáslow-

philosophy and how it is carried out in the city. (Kari 2014) Cittáslow is a concept and movement following the Slow Food-phenomenon, where all the aspects of the city have turned into a haven, a getaway from the hectic lifestyle: enjoying rather than revenue, people before the company, slow rather than fast. Slow Cities make promises to for instance reduce noise and traffic, increase the amount of green spaces and pedestrian passages and support the local farmers and stores, markets and restaurants that buy their products. (Honoré 2006, 93-94)

Marketing products as slow tourism can bring added value to tourism products and entrepreneurs' practices. Two of the participants of the research brought up that entrepreneurs could be awoken to think if they could benefit from marketing their products as slow. Many participants discussed also that "slow" has not been intentionally planned in the product development - it has always been there, and many existing things are probably naturally slow products. Heli Raikisto, project researcher in the University of Eastern Finland discussed that there is certainly space for development in adding slow to marketing and product development, and make it more visible that already existing slow tourism products are slow. (Raikisto 2014) Pekkala from Kemijärven Kehitys Oy brought up that the entrepreneurs should think what it takes from them to develop marketing; to think about the added value for them, how it is an extra lure in tourism, and what the relative cost is for them. (Pekkala 2014)

6.3.2 Consumer profile in slow tourism

The consumer profile in slow tourism was seen to be quite colorful. Age was not seen as a key figure by the participants, nevertheless two scales were introduced: 40 to 60 years and couples 35+ to 70 years old. Both Finnish and foreign tourists were brought up as well: main profile mentioned was people from metropolitan areas in both Central-Europe and Finland, but the Asian and Japanese were mentioned as well. Metropolitan, highly-educated people with relatively high income, experienced traveler who wants to see something else could be a potential slow traveler according to the research. One participant mentioned slow tourism would be suitable for people all ages and all kinds, as there is a need for it to suit everyone: another participant found it challenging to adjust slow travel for families traveling with children. The difference here might be one has understood the question to be solely about the travel, the other talking about the stay in a destination.

People tired in productized and hectic lifestyles, and feel the need to stop and find inner peace would buy slow products. Tourists' interest in the beauty and peace of the nature, people seeking for peace and quiet and busy metropolitan workers who need a break from their everyday lives were seen to be characteristics of slow tourists. These tourists would be quite well-off and ready to pay for personalized services and products. They have been traveling before, and they are well-informed of what the destination has to offer.

People interested in environmental values and thinking traveling from the sustainable development perspective were brought up: in addition, people's interest in home stay lodging and knowing how the locals live, what they do and interest in taking part to activities with them were revealed to be increasingly popular among tourists. Travelers interested in nature-based travel and extreme travel, were introduced to be potential slow tourists: in other words independent travelers. The elderly were mentioned as a potential slow target group due to their good financial standing.

Through the theoretical part of this work, all the characteristics mentioned earlier have been identified as plausible typical slow-oriented crowds. Interest in environmental values through the trip is one of the main aspects in slow tourism, in the same group as relaxation, calming down and getting away from the rush of the everyday life is. The findings show that the young or the generation Y tourists are not identified as slow tourists by participants. This may be because the slow tourists are seen to be well-off, slightly older people, likely couples who travel to escape their hectic everyday lives. The paid accommodation possibilities, city organization tourism information points might get limited information on the whole slow traveling population. An argument could be set here: younger slow tourists might travel according to slow elements, when they visit family and friends and do not pay related costs within travel. A view from for example bike rental companies, visitors' survey in farmers markets or local restaurant spots could give perspective to this. Non-traditional travel, such as backpacking or volunteering - in festivals in Finland, for instance - could be in some ways considered as slowing down.

6.3.3 Customers' environmental values

According to the repliers of the research, consumers' interest in sustainable development is increasing - it is already there. Tourists seem to be more and more knowledgeable about the use of public transportation while traveling to domestic destinations. When flying, they note the difference between a non-stop flight and a stop-over flight, and pay attention to how developed the public transportation is in the destination area. The possibility to ride a bike and walk around in the destination, and travel by public transportation locally is found increasingly important. When traveling by car, tourists were seen to plan their routes in a manner they will not have to drive back and forth too many times.

There is a positive direction in the development, for example the domestic traffic statistics for leisure travel give perspective to this. Of the domestic leisure trips done in 2011, 81% were traveled by passenger car traffic; rail traffic was 10% and domestic flights 1%. (SVT

2011, 14) In 2012, 79% of domestic leisure trips were done by car traffic; rail traffic was 12% and air traffic 2%. (SVT 2012, 15) In the winter it seems to be slightly more popular to fly domestic flights, while rail and air traffic are then commonly used instead (Picture 1). This may be due to the winter weather conditions in Finland or short holiday times, when it seems more appealing to travel faster. Driving a car in the winter time can be challenging in the Finnish weather conditions.

Comparing the quantity of all the mass transportation kilometers (including air traffic) to passenger car traffic in 2013, mass transportation counted for 16,9%, which was 0,12 percentage points more than in 2012 (16,78 %). Of all the yearly traffic in Finland, bus transportation is the next common mode of transportation after passenger car. (Tilastokeskus 2013)

Liitetaulukko 3. Kotimaanmatkoilla käytetyt kulkuvälineet tammi-huhtikuussa 2013

Kotimaanmatkan kulkuväline	Vapaa-aika		Työ	
	Matkat 1-4/2013	Osuus, %	Matkat 1-4/2013	Osuus, %
	1 000 matkaa		1 000 matkaa	
Matkoja yhteensä	7 370	100	1 374	100
Auto	5 581	76	866	63
Bussi	431	6	79	6
Juna	1 153	16	276	20
Lentokone	170	2	130	9
Muu	

Merkkien selitykset: [...] tieto liian epävarma esitettäväksi, [] puuttuva tieto

Liitetaulukko 3. Kotimaanmatkoilla käytetyt kulkuvälineet touko-elokuussa 2013*

Kotimaanmatkan kulkuväline	Vapaa-aika		Työ	
	Matkat 5-8/2013*		Matkat 5-8/2013*	
	1 000 matkaa	Osuus, %	1 000 matkaa	Osuus, %
Matkoja yhteensä	11 497	100	1 144	100
Auto	9 445	82	796	70
Bussi	519	5	90	8
Juna	1 044	9	187	16
Lentokone	105	1	60	5
Muu	385	3	..	

Merkkien selitykset: [...] tieto liian epävarma esitettäväksi, [] puuttuva tieto

Liitetaulukko 3. Kotimaanmatkoilla käytetyt kulkuvälineet syys-joulukuu 2013*

Kotimaanmatkan kulkuväline	Vapaa-aika		Työ	
	Matkat 9-12/2013*		Matkat 9-12/2013*	
	1 000 matkaa	Osuus, %	1 000 matkaa	Osuus, %
Matkoja yhteensä	7 661	100	1 458	100
Auto	6 101	80	947	65
Bussi	449	6	90	6
Juna	951	12	271	19
Lentokone	121	2	130	9
Muu	

Merkkien selitykset: [...] tieto on liian epävarma esitettäväksi, [] tutkimuksessa ei ollut yhtään havaintoa, [*] ennakkotieto.

Pyöristysten takia taulukoiden summat eivät aina täsmää.

Vuodesta 2012 lähtien luvut eivät ole täysin vertailukelpoisia aikaisempien vuosien lukujen kanssa tiedonkeruumenetelmän muutoksen vuoksi.

Table 2: transportation methods used for domestic travel in 2013. (Suomen Virallinen Tilasto 2013)

According to the repliers of the research, sustainable development is more and more taken into consideration by tourists when choosing different services in the field, for instance accommodation, food, eateries, activities such as point of interest or activity service: recycling, sorting waste and possibility to empty the trash are often asked from the repliers. Some of the repliers mentioned they find the town center cleaner nowadays than in the earlier times. Cultural differences were brought up by a few repliers: for example the German tourists are

very knowledgeable of the sustainable manners, and have been demanding for development in it since at least 10 years ago. One replier suggested as well that customers demand sustainable actions especially in the case of nature-based tourism. Nature-related products and well-being products in the nature were mentioned to be increasingly popular among larger target groups.

The development way in the sustainable tourism or sustainable development within tourism seems to be going in a positive direction. Tourists seem to be today quite knowledgeable of environmentally friendly practices. It can be argued that only a fraction of all domestic travelers can be examined with such a research on entrepreneurs, companies or city organizations views. Further research is needed, or has already conducted, to draw conclusions on larger audiences of the Finnish tourists' views on sustainable development and practices in the tourism field.

6.3.4 The experience economy

According to the participants of the research tourists want to see and experience more while traveling. The trend has been increasingly popular for several years already: tourists want to do other things as well than to walk around seeing the well-known sights. The popularity of different nature-based tourism activities, active holidays, extreme tourism and adventure travel can be seen as an example of the trend - not forgetting the relaxation activities.

Helena Kari from Kristiinankaupunki states that "people are clearly interested in new experiences: traditional independent travel, for example walking through museums is not interesting enough anymore. Tourists want to be active themselves and take part to something. "(Kari 2014)

Maria Kanala from Utsjoki says the tourists want to gain new experiences, and people who go to same destinations want to experience something new. She finds it good to make new products to keep the destination interesting and appealing to tourists so they are likely to return. (Maria Kanala 2014) Jenniina Palmu, meetings-and marketing assistant in Etelä-Pohjanmaan matkailu states the following, addressing some critique towards the trend as well: "Tourists want to see and experience more, but at the same time they should get to the destination easily, fast and on cheap cost. This is visible especially in group travel. With the same amount of money you should get more than earlier and the time of the trip should not be much longer. "(Palmu 2014)

Low-cost budget travel trend has been on the international tourism news for a few years already. The growing traveling youth population is a trendsetter for this. On the international

trends, for instance WTM Global Trends 2013 predicted low-cost tourism to be growing in the Middle-East, as well as Peer-to-peer travel in Europe: especially the youth are keen on saving money compared to “traditional tourism”, creating services from themselves to their peers and the globalised travel population. The sharing community offers services for travelers cheaper than before, as Europeans seek for cost-effective travel possibilities. Social media makes finding attractions important and interesting for local community citizens easier and easier: for instance two websites, Vayable and TouristLink, are brought up by the WTM Global Trends report 2013. Different smart phone applications, such as Spotted by Locals, are one way to find authentic, typical experiences the locals would do. The WTM Global Trends report also emphasizes the importance of value for money and authenticity of experiences offered. (World Travel market 2013, 22) These aspects support the fact that slow tourism is an appealing product for travelers today.

It can certainly be a challenge for traditional tour organizers to compete in the market where new low-cost products and services are brought to the market all the time with new business models. Today’s travelers are very cost-aware and expect to pay a reasonable price for products. It is not only the young population who are aware of the travel costs. In the changing field where low-cost airlines are popular even among business travelers, it can be assumed that price-awareness is on every tourist’s lips - excluding tourists aiming for luxury and exclusive travel and products. Though price is an important matter in the recovering economy in Europe, the trend to stay longer in the destination and long-haul tourism markets’ interest in Europe are likely to keep the tourism market growing. European Travel Commission’s European Tourism in 2013: Trends & Prospects report brought up the aggressive price policy to attract price-conscious tourists and well-performed tourism inside Europe. It has had a great effect in the recession recovery, and the trend is likely to change due to the great demand for European tourism. (European Travel Commission 2013, 1)

6.3.5 Technology as a tool in tourism

The importance of different technologies, IT and social media is recognizable in the tourism industry today. Many of the participants of the research mentioned the popular website Facebook as one of the keys in their social media interactions. Ipads, mobile applications and virtual maps were introduced by participants to be tools in today’s industry: there is no need to carry a paper map around when there is all the information in one’s hands with a gadget. Also the organizations from Lapland mentioned navigators and virtual maps which both are a useful tool for long-distances. Websites were seen as the “face” of the company: if company does not keep up the website, it does not give a good picture of the company to the public. One of the participants stated the following:

“The more actively the company is represented on the internet and in social media communication, the more the customers seem to trust the quality and operation of the company. People are keen to find information on companies by themselves today, and the more comprehensive info they can find on the company, their services, location and prices the better.” (Palmu 2014)

Social media was also seen to be part of today, and especially to arouse the attention of younger travelers companies must be there. Challenges faced with the ongoing development were for example costs and the lack of activity for example on Facebook pages. Even if entrepreneurs or companies joined the social media, communication there should be increased: more posts, likes and information on different languages are needed. This is especially a case with small companies that could benefit from the “free” advertising space in social media. Systems for booking and buying services could be developed to go under the same button, to make it more convenient for customers to buy and book what they need. The ageing entrepreneurs were seen to be a little reserved in trusting the technology - some of them need to be assured of the reliability of services and assured to take new technology in use in their operations. One aspect that came up during the research was that social media and IT was seen to create jobs in the tourism industry: as the technology develops, one’s basic IT skills do not seem to be enough anymore. Companies need specialists to keep up with social media contents and technology use up to date.

The technology development is seen to be fast, and the importance of technology and IT will be emphasized more and more in the tourism industry in the future.

6.3.6 The traveling elderly

The elderly travel population is increasing today due to the longer life expectancies and better health care than earlier. The baby boomers were mentioned to be an important traveling age group, as they have the time and money to travel: they are in better health than the earlier generations before them, and they have the know-how and access to use all kinds of media. They were also seen keen on traveling, as they often know something about the area and they are willing to see more.

The research also brought up that the elderly are likely to use a lot of services: this means all kinds of help, convenience in bookings and traveling, for example transportation, needs to be taken into account by companies. The elderly are very aware of safety issues when traveling and for instance know-how and help through their trip is important to be easily accessible and on-hand. Slow tourism can be seen as a good way for the pensioners to travel: relatively near their hometown, no need to fly 9 hours to get to the destination, no tight schedules while on

holiday. One of the interviewees stated that elderly are in a way likely to want to travel exclusively, by themselves and enjoy the peace and quiet: they are ready to pay to get great service and products while they travel. The elderly were also seen to be likely to travel outside the traditional tourism seasons, which demands for example to have all-year-round culture, product and accommodation supply available.

Group travel was predicted to be decreasing in all the other age groups but among the elderly: they were seen keen on traveling with a group. Group package tours are popular among the senior travel group, as it makes it more convenient for them to travel; there is no need to worry about details such as ticket purchases or accommodation information, so the group can concentrate on the travel experience itself. There can be also the missing know-how or desire to travel independently: group travel offers interaction and shared joy with peer travelers. Reduced additional costs are also a benefit of group travel: the seniors are informed of the whole cost of the trip, and there is no need to mind surprise payments later during the trip. (Patterson 2006, 138-139) Many benefits support the group travel among the senior travelers, and it is sensible to expect group travel be popular within this age group in the future. On the other hand, due to the better health and longer life expectancy of the elderly, a portion of the age group is likely to want to travel on their own, with an own car for example. It may give the freedom to choose more the desired activities. It can be assumed that the package tours for the elderly will consist of more active holidays as well.

Accessibility was introduced to the research participants as a part of the trend of traveling elderly. Accessibility was found an important aspect in making travel easier for the elderly. It was also seen as one of the key issues companies all over the world should already have included in their quality assurances and planning processes, to attract the elderly and the other physically challenged or people with limited moving access, such as a mother with a carrycot. Hotels and visitor attractions are also responsible for taking into account the accessibility issues.

7 Conclusions

Slow tourism is a phenomenon born originally in Italy from the Slow Food-movement. Slow travel has been defined by Dickinson & al. (2010) as an alternative for air and car transportation: people travel more slowly to the destination, stay for a longer time and travel less in distance. The experience within travel plays an important role as engagement in the transportation, slow food and drinks and experiencing the local culture taking into consideration the environmental values are key elements in slow tourism. (Dickinson & Lumsdon 2010, 1-2)

The purpose of the thesis was to find out, if slow tourism can be recognized as an emerging trend in the tourism industry in Finland. The research consists of 13 tourism-related organizations and companies views on the slow tourism phenomenon. This research is only a scratch on the surface of Finnish tourism in general, but some conclusions can be made on the emerging trend and the consumers today. According to the research done by the authors, slow tourism seems to be an emerging trend in Finland, though slow tourism has not been widely marketed as such. A few cities of the participants of this research have marketed themselves with slogans related to slow tourism marketing.

The sample of the research had an insight in middle-aged tourists' travel habits, and drawing conclusions will be strongly about this age group. Younger population was not mentioned during the research, so no conclusions can be made of the cohort's travel patterns according to the research.

Slow tourism is a small-scale trend of special interest in tourism. Concerns towards the environment are increasing among tourists, and new ways to travel and spend a holiday are needed in the tourism field. Nature-based tourism is of high interest for both Finnish and foreign tourists - the pure nature and activities in the forests and lakes attract the audience.

Tourism companies and organizations customers seem to share a strong interest in sustainable development and environmental values. Participants saw that their customers find it important to recycle while traveling, and trashing in the city centers seemed to be reduced. The most attention is paid to the service provider's environmental values: local food, eateries', accommodation providers' and activity providers' environmental values and sustainable procedures were found increasingly important. Travelers also find the use of public transportation both in arriving to the destination and traveling in the destination significant: the possibilities to walk around and/or drive a bike are found positive aspects in the destination. Customers found especially important to follow environmentally-friendly practices in nature-based tourism activities. When flying, it seems like customers think more about the differences between flying straight and with a stop-over to the destination. Unclear is still if more sustainable transportation modes are used in leisure travel more widely and more often - the scoop of the research did not allow finding results for this. Further insight on Finnish tourists domestic travel behavior can be attained in Suomen Matkailu- quarterly research by Tilastokeskus.

In tourism, gaining new experiences when traveling is a driver today. Slow tourism is closely related to experiencing the local culture in the travel destination, and encouraging tourists to engage in activities with the locals and feeling the local culture are important aspects in

tourism today. It creates more sustainable tourism in the field where especially mass tourism operations are hardly sustainable.

Generation x tourists have often a chance to travel outside the traditional peak seasons. Generation y and generation x are different generations as travelers. Even if the research is made on the older age group (or mainly concentrated on travelers in that cohort) it does not exclude the fact that the generation y is one of the most important age groups companies should consider to be attracted by their products. As an active, financially capable and explorative cohort they are likely to travel according to sustainable development guidelines, stay longer in the destination for instance exploring the culture meeting and interacting with the locals. Slow tourism, as known today, is a phenomenon likely to draw senior travelers and middle-aged travelers to tourism marketed through the slogan: what about the young? The authors believe a large portion of the generation y travelers and tourists are traveling "slow". Slowing down in the life can be healthy for anybody, but could it be something more? What if one does not recognize himself as a slow traveler because of the slogan reminding him of a snail? The generation y is the living future of the world, the trendsetters for the younger Millennial generation. Therefore a new, descriptive slogan is needed to make slow travel more descriptive of the whole population, including the young cohort doing it.

One way to make slow tourism more popular in Finland could be to establish a new, innovative travel agency concentrating on slow products only. Online services like social media, platforms for Ipad and mobile applications could be created to attract specific target groups. Creating a special-interest travel agency could work as a tool in bringing slow tourism and slow ideology in general into the knowledge of wider audiences. Establishing the company/ service in the right place and time can in its' best be an innovative, interesting new product appealing to customers that would not otherwise be interested in finding it.

8 Reliability and validity in interview research

Reliability as a term refers to the coherence of the findings of the research: if the information gained is trustworthy, reliable. The findings should be able to be reproduced in another time and place by other researcher. The issue with the interview method lies in the researched participants: if their answers will vary due to different research surroundings and purposes. Leading questions, changing words in questions for different participants, demographic differences of participants and their professional background are issues that are likely to affect the research replies. Emphasizing reliability in interview research may have an impact on the variability and creativity in research: interviewers' freedom to improvise and ask

follow-up questions is possible and may give new perspectives on the research if needed. (Kvale & Brinkmann 2009, 245)

In this specific thesis research, reliability of the work is difficult to analyze due to the relatively small sample in the Finnish tourism field. Also the professional background of the participants might have an impact in the replies, as the purpose for replying the questions is unknown: might be the organizations already marketing themselves slow reply the questions solely for marketing purposes. During the research, the authors found it necessary to make follow-up questions to some of the questions, to make replying easier for the participants. This may have an impact in the findings though: leading questions makes the participant only reply to the follow-up question, not in a wider scale to the whole theme.

Validity of the research estimates the accuracy or truthfulness of the gathered data. Validity implies as well to if the research investigates its original purposed phenomenon and studied attributes. (Kvale & Brinkmann 2009, 246) A third party evaluated the research answer sheet before starting the research, and it was found to be eligible for the purpose. During the research the authors found out some of the questions were too wide to get exact answers to them: on the other hand some differentiated answers were gathered because of this, which can be an advantage for wider perspective. Two data gathering methods were used for the research: qualitative theme interviews and e-mail survey, in order to gain the tourism professionals' view on the researched issues in the Finnish tourism field.

9 Discussion

The authors' understanding in the slow tourism phenomena and the knowledge about the term overlapping with quite many different sustainable tourism-related definitions has gained depth during the research process. The authors have also understood a clearer picture of the phenomenon and its special features in Finland, which is widely known to be a popular nature-based tourism destination. The use of sustainable transportation modes connected with nature-based tourism and local food, products and services is the key to traveling slow, in Finland as well. Such tourism is relatively popular in the Northern Finland today, as it seems slow tourism to be as well.

After conducting the research and making theory research on the subject, the authors' understanding in the marketing perspective of the term has improved: it is understood that "slow" is a marketing slogan, a new term created for selling such tourism products and to attain the intended target groups.

The improvements that could have been done by the authors are for example making more specific interview questions. More research participants could have been contacted during the research period to get more replies for the research in quantity. Also all of the participant discussions could have been conducted in personal interviews. This way more in-depth information could have been received from the participants. The e-mail interviews are not as information-rich compared to spoken interviews, as something is always left to be unsaid or untold. It is a great way for a company representative to market their services and products, but relevant, specific wanted information to planned questions can be difficult to get. Therefore the authors' personal development in research project has been noted after whole process.

An interesting observation on the research participants' was done after the interviews: the personal view, the background and profession of the interviewee reflected on the research answers rapidly. For example people more concentrated on nature-based tourism activities gave longer answers on this issue, while marketing people brought the marketing perspective more into the spotlight.

Also having a company as a contributor would have given a great influence for the thesis to have a professional background. A contributor was tried to get in the beginning of the thesis process, but due to the lack of interest from the organizations the authors decided to do the research self-employed.

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Appendix 1: Research questionnaire

Haastattelukysymykset yrityksille
Emmi Juvonen & Taru Saarnikko
Opinnäytetyö 2014
Laurea-ammattikorkeakoulu

Vastaajan nimi:

Yritys tai organisaatio:

Tuotteet ja kohderyhmät

1. Millaisia tuotteita yrityksenne tarjoaa matkailijoille?
2. Onko yrityksenne sijainti saavutettavissa paikallisilla julkivälineillä? Millaisia matkustusmetodeja yrityksenne käyttää asiakkaidenne kuljetuksiin ja aktiviteetteihin?
3. Onko Slow-matkailu on otettu huomioon tuotteiden suunnittelussa?
4. Millainen on yrityksenne tavoittelema kohdeyhmä Slow-matkailulle?
5. Kuka ostaa Slow-matkailutuotteita ja miksi?
6. Haluavatko matkailijat nähdä ja kokea selkeästi aikaisempaa enemmän matkaillessaan?

Trendit matkailussa

7. Uskotteko että Slow-matkailu on kasvava trendi matkailun alalla ja ovatko mielestänne matkailijat aikaisempaa kiinnostuneita Slow-matkailusta?
8. Kuinka seuraavat trendit näkyvät yrityksenne mielestä nykyajan matkailussa ja/tai matkailijoiden käyttäytymisessä?
 - a. Kestävä matkailu
 - b. Ikääntyvä väestö

- c. Teknologia matkailun apuvälineenä
- d. Turvallisuus matkan aikana esim. rikollisuus, sää

Slow-matkailu

- 9. Mukautuvatko yritykset Slow-matkailun tuomiin muutoksiin alalla vai toimivatko matkailuyritykset suunnannäyttäjinä Slow-matkailussa?

The Questionnaire for the companies in MATKA 2014

Products and target groups

- 1. What kind of products does your company offer to the travelers?
- 2. Have you taken the Slow-tourism into consideration when planning the products?
- 3. What is the company's target audience targeted by Slow-tourism?
- 4. Who buys Slow-tourism products and why?
- 5. Do the tourists want to experience and see more while traveling?

Trends in Tourism

- 6. Do you believe that Slow-tourism is a growing trend in the tourism sector, and do you think that the tourists are more interested in Slow-tourism?
- 7. How do the following trends, in your company's opinion, appear in today's tourism and/or travelers' behavior?
 - a. Sustainable tourism
 - b. Ageing population
 - c. Technology as a tool for tourism
 - d. Safety during travels, for example crimes, weather etc.

Slow-tourism

- 8. Do companies adjust to the changes Slow-tourism bring to the industry or are they the trendsetters when it comes to the Slow-tourism?